

AN ORDINANCE

08-0-2429

BY COUNCILMEMBER KWANZA HALL

**AUTHORIZING THE MAYOR OR HER DESIGNEE  
TO CHANGE THE NAME OF EQUIFAX WAY, NW.  
FROM THE BACK ACCESS ROAD TO 18<sup>TH</sup>  
STREET, NW TO SCAD WAY, NW; AND FOR  
OTHER PURPOSES.**

**WHEREAS**, the Savannah College of Art and Design (SCAD) did purchased the Equifax Building several years ago and

**WHEREAS**, SCAD has become a prominent part of the community and wishes to change the name of the street that is behind their building; and

**WHEREAS**, SCAD has reached out to its neighbors soliciting their input on the proposed street name change with no opposition.

**NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA:**

**SECTION 1:** That the Mayor or her designee change the name of Equifax Way, NW from the back access road to 18<sup>th</sup> Street, NW to SCAD Way, NW.

**SECTION 2:** The changes are effective upon the Mayor's approval.

**SECTION 3:** That the appropriate City agencies, including but not limited to the Department of Public Works, Bureau of Planning and the Clerk of Council, are hereby directed to take such steps as are necessary to have the name changed on street signs, maps and other official documents and markers.

**SECTION 4:** That the Clerk of Council is directed to send a copy of this ordinance to the impacted U.S. Postal Services Office, Atlanta Police and Fire Departments, Bureaus of Building and Planning, MARTA and any other agency that may be impacted by this change

**SECTION 5:** That all ordinances and parts of ordinances in conflict herewith be and the same are hereby waived to the extent of the conflict.



November 12, 2008

City Councilman, Kwanza Hall  
Atlanta City Council  
55 Trinity Avenue  
Atlanta, GA 30303  
Fax: 404.656.6454

Re: "SCAD Way" Street Name Change Ordinance

Dear Councilman Kwanza Hall:

This letter constitutes Savannah College of Art and Design's formal proposal for an ordinance or other appropriate measure to change the street name of the back access road currently named "Equifax Way" to "SCAD Way." "Equifax Way" is a private drive extension of 18<sup>th</sup> Street NW (see diagram).

The proposed name change to "SCAD Way" will apply only to this back access road to our SCAD-Atlanta campus. This road was originally named "Equifax Way" because the Equifax company previously occupied the building in which SCAD-Atlanta now resides. However, Equifax moved from this building in 1999.

The following attachments contain written consent from our neighbors, the William Breman Jewish Heritage Museum and the Center for Puppetry Arts, for the proposed change. There are no other private land parcels that adjoin this road extension except the college's residence hall, Spring House.

Your favorable consideration will greatly improve way finding to our campus and be innocuous to our surrounding neighbors. If you have any questions, please contact Silena Murrell, at 404-253-3111 or [smurrell@scad.edu](mailto:smurrell@scad.edu).

Sincerely,

A handwritten signature in cursive script that reads "P.J. Johnson".

Pharris ("P.J.") Johnson  
Vice President for SCAD-Atlanta

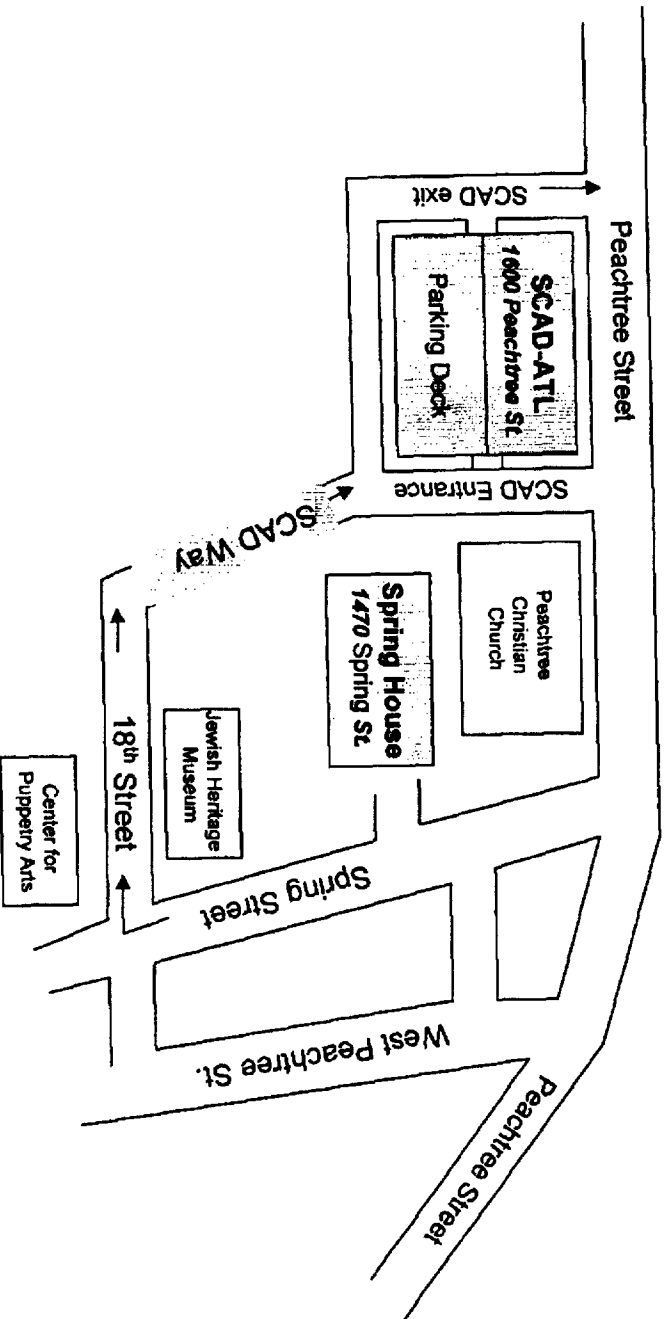
Enclosures

SCAD-Atlanta · P.O. Box 77300  
Atlanta, GA 30357-1300 USA  
877.722.3285 or 404.253.2700

SCAD-Savannah · P.O. Box 3146  
Savannah, GA 31402-3146 USA  
800.869.7223 or 912.525.5000

[www.scad.edu](http://www.scad.edu)

# SCAD-Atlanta Campus



Note: Map not to scale

**Subject** RE: "SCAD Way"  
**From** "Reese, Sandra" <SReese@jfga.org>  
**Date** Saturday, November 1, 2008 8:43 pm  
**To** smurrell@scad.edu

Hi Silena,

Thank you for speaking to me and informing me of SCAD's desire to change the name of the back access road to SCAD Way. I have conferred with the management of our site and we have no objection to SCAD's plans. Please proceed.

If you have any questions please contact me via email or by calling me at 404.575.3760. Thank you for your consideration.



**Sandra Reese**  
Building Operations Manager  
Jewish Federation of Greater Atlanta  
404.575.3760 phone  
404.874.7043 fax  
[www.ShalomAtlanta.org](http://www.ShalomAtlanta.org)

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**From:** smurrell@scad.edu [mailto:smurrell@scad.edu]  
**Sent:** Thursday, October 30, 2008 5:28 PM  
**To:** Reese, Sandra  
**Subject:** "SCAD Way"

Hi Sandra, thank you for your time earlier! Per our discussion, SCAD-Atlanta plans to change the back access road, "Equifax Way", to "SCAD Way" and we are seeking (your) The William Breman Jewish Heritage Museum's support and also support from the Center for Puppetry Arts. The back road is currently named "Equifax Way" in result of Equifax occupying our building some years ago. As your neighbor, we want to inform and ensure you that it will not affect 18<sup>th</sup> street near your entrance nor The Center For Puppetry Arts, as "SCAD Way" would begin after the curb of 18<sup>th</sup> street where there is presently a gate and signage indicating it is a private road. (See diagram.) We are gathering letters or emails from our neighbors in proximity of 18<sup>th</sup> and Spring (you and the Center for Puppetry Arts). Your written expressed support will help us in this endeavor, as it allows us to show we have your support. You may send me an email or short letter-head fax indicating you are aware and in favor of the change. Thank you in advance for everything!!

**SCAD**

Welcome Silena Murrell

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**Subject**            **RE: "SCAD Way"**  
**From**               Vincent Anthony <vanthony@puppet.org>  
**Date**               Monday, November 3, 2008 4:10 pm  
**To**                  smurrell@scad.edu

Hi

That is fine with us. We just want to be sure that no signage is changed at our corner of 18<sup>th</sup> and Spring stree and Spring which caused us an identity crisis with our patrons. This would be disastrous to us.

Vince

**Vincent Anthony**  
**Barbara and Bill Wyly Executive Director**  
Direct: 404.881.5116  
[vanthony@puppet.org](mailto:vanthony@puppet.org)

**Center for Puppetry Arts**  
1404 Spring Street, NW at 18th  
Atlanta, GA 30309-2820 USA  
Ticket Sales Office: 404.873.3391  
Administrative: 404.873.3089  
Facsimile: 404.873.9907  
[www.puppet.org](http://www.puppet.org)

Headquarters of UNIMA-USA  
Member of Theatre Communications Group & Atlanta Coalition of Performing Arts

**From:** smurrell@scad.edu [mailto:smurrell@scad.edu]  
**Sent:** Monday, November 03, 2008 10:28 AM  
**To:** Vincent Anthony  
**Subject:** "SCAD Way"

Hi Mr. Vincent Anthony, I spoke with your assistant Meghan and she suggested I email you. SCAD-A Way" and we are seeking (your) the Center for Puppetry Arts' support and the William Breman Jewis currently named "Equifax Way" in result of Equifax occupying our building some years ago. As your

Map of 33.794189,-84.390306

YAHOO! LOCAL  
Maps

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.